

CUSTER
Chamber of Commerce



Buffalo Bytes



*** when viewing on a mobile device- please scroll down and click on "view entire message" to view Buffalo Bytes in correct formatting***

CUSTER CONNECTIONS



As a business owner, you are well-served by collecting emails and running an email marketing campaign if for no other reason than to remain top-of-mind with your customers. When they're getting emails from you with exciting news and great deals (who couldn't use those these days?) they'll get used to hearing from you and seeing your name.

But you want to do more than just be recognizable and remain top-of-mind. You want your emails to drive purchases. Even if you don't sell online, emails are an excellent motivator and nurturer for in-person purchases—if you can get recipients to open them.

The Trick to Email Opens

There are two things that motivate people to open your emails—the sender and the subject line. Additionally, it helps if you're sending them at a time when the recipient isn't overwhelmed by other emails or in a hurry. Sending it when you're not competing for attention is a good thing.

But since it's difficult to know when someone is coming back from vacation or just broke up with their significant other (and so not in the mood to read anything), let's concentrate on what you can control—the subject line.

Examples of Great Subject Lines

I get a lot of junk and I haven't seen inbox zero in my personal email since I opened the account. But here are a few subject lines that stood out to me this week and why I thought they were great pieces of email marketing.

Is that a cliff hanger or what? It's personalized to me, so it doesn't look like a generic email (although it is. She's a fitness guru I follow but don't know personally.) And she somehow thinks she has wronged me. Of course I'm going to open it because...curiosity makes me.

This is not a subject line you can use all the time. Save it for special occasions when you want to get someone's attention. It's perfect if you sent out a notice for a time-sensitive promotion that your recipient didn't take advantage of. You can resend it with this subject line and copy that reads, *sorry you missed this spectacular ...*

Then proceed to extend the deal after you've made them wish they could turn back time.

Another great example of curiosity driving an email open. What is this new crazy snack container? What could be so crazy about it?

I need to know.

You can use this technique for anything from a new item in your store to a new food you're offering. You can also use it for a trend like "Have you heard about the latest whacky AI tool?"

Nothing like using fear of missing out and a deadline of today. Am I running out to get gas now? I would if I wasn't such a homebody. \$15 per gallon is a big savings

a nobody. \$:13 per gallon is a big savings.

Give your audience a deadline and be direct about what you're offering.

This guy is a very well-paid speaker and speaker trainer. He's not at all buttoned up and stodgy so this tone works perfectly with his audience.

He also uses curiosity to drive clicks. *When can I punch him in the face and why would I want to?*

You don't have to promote violence in your messaging, but you can say something equally as interesting like "You can buy me a coffee and call me your bestie." Or "If you don't agree, I'll buy you a drink." Everyone will want to know what they should not be agreeing to.

I often write about the importance of knowing your audience. Dr. Mindy Pelz sure does. She has a largely female audience as the author of *Fast Like a Girl*.

And what is one problem that seems to plague all of us these days (besides feeling like you have to take out a mortgage when you go to the grocery store)?

A lack of sleep (or insert whatever other common problem your audience faces).

Who couldn't use this? Makes you want to click doesn't it?

Finally, while these are fun examples, it's important not to take advantage of your audience. Don't offer them something that they won't get (no promising images of Bigfoot unless you really have them) when they click. Click bait is the worst and it takes advantage of the trust they've extended you.

It will only happen once and then they'll probably never click on any of your other emails.

Have some fun but always deliver on your promises. Unless of course it's April 1.

Christina Metcalf is a writer/ghostwriter who believes in the power of story. She works with small businesses, chambers of commerce, and business professionals who want to make an impression and grow a loyal customer/member base. She loves road trips, hates exclamation points, and is currently reading three books at once.

Medium: @christinametcalf

Facebook: @tellyourstorygetemtalking

Instagram: @christinametcalfauthor

LinkedIn: @christinagsmith



Dawn Murray
Executive Director

IMPORTANT ANNOUNCEMENTS

CHAMBER STAFF

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**2024
Board Of Directors**

Amy Bailey - President
Craig Reindl - Vice President
Michelle Fischer - Treasurer

Amanda Allcock
Carrie Moore
Corey Virtue
Eric Butler
John Stahl
Miranda Boggs

Julie Jenniges - City Liaison
Mark Naugle - School Liaison
Lydia Austin - CSP Liaison
Jessica Noteboom - BID Board Liaison



2024 CITY FLOWER PROGRAM

Register Today!

This is an exciting time gearing up for the upcoming summer season. Here at Dakota Greens; we have been plugging away on this years' creation of the city combination. We want to get everyone involved who would like to participate but have not in the past or have a new business in Custer. Flowers delivered Friday May 24th!



This program is super easy:



Call to request
605-673-2510

Easy on-line payment

Enjoy!

We handle the rest!

Deliver, Set-up, Water downtown members, Collect them up, Clean, Store for winter (Watering & Maintenance service available to members not downtown subject to fees.)

Business & Contact Person/ mobile#:

Email address:

Number of baskets and/or planters:

(special instructions for design your business layout on back if needed)

We appreciate you and your business keeping Custer Beautiful! Robin Prior

Dakota Greens-Custer Greenhouses & Nursery, Inc.

25086 Shamrock Rd, Custer SD 57730

dakotagreensofcuster@live.com www.dakotagreensofcuster.com



TOUR BUSES ARE COMING!

Arriving Tuesdays, Apr. 30, May 7 and May 14.

Each group will have 50+/- and will be in town from 2:45 to 5:30pm.

**They will each be on their own for an early dinner. **

4/25/24

HWY 385 ROUTING INITIATIVE

BH&B is sharing information related to the upcoming *Hwy 385 infrastructure improvement project* that will include *routing options* and continuous business promotion. BH&B's goal is to educate and to explain that this simple detour will not

prevent, nor should it discourage visitors from enjoying their





vacation in the Black Hills.

Visit Route Reimagined

To have things added to Buffalo Bytes, please send to bytes@custersd.com. Items need to be received by Wednesdays at noon in order to be added to weekly Buffalo Bytes. Thank you!

MARK YOUR CALENDAR

May 9

Attractions Meeting/Lt Swap

1pm-4pm

Crazy Gorse Memorial

May 16

Chamber Mixer

5pm-7pm

@ Custer's Last Stop
with US Flagpole Guy

May 17-19

Tesla Sound of Silence Rally

June 7-9

Off Road Rally

June 21-22

June 21-23

Summer Mickelson Trail Trek

WEEKLY HUMOR

WORK/LIFE BALANCE 20-20-20 RULE:

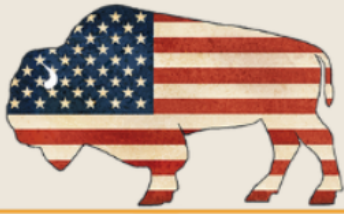
WORK FOR 20 MINUTES

DRIVE 20 MINUTES TO THE AIRPORT

DISAPPEAR FOR 20 DAYS



CHAMBER HAPPENINGS



CUSTER
Chamber of Commerce

Chamber Mixer

Hosted By:



May 16th from 5 p.m. - 7 p.m.

Held At the Custer's Last Stop

429 Mt. Rushmore Road, Custer SD

**MIXERS ARE A GREAT WAY TO MEET, MIX, AND MINGLE
PLEASE BRING A FRIEND AND ENJOY SOME REFRESHMENTS**

5/2/24



Black Hills Sound Of

Black Hills Sound of Silence Rally 2024



Promote your business, add something to the swag bags!

Contact info@custer.com for more details

or drop off anything from your business to the Custer Chamber Office.

4/11/24

Off-Road Rally

We are looking for items to fill the registration bags for the Custer Off-Road Rally participants



June 7-9

If your business has promotional items that you would like to have included please contact the Chamber or drop off at the Chamber

by June 3rd



info@custersd.com

IDEAS

- first-aid kit
- handkerchief
- highlighters
- bottled water
- unique snacks
- hand sanitizer
- discount coupons

other items that have your business name

This approximately 30-minute fireworks display, at no charge to spectators, costs around \$25,000 each year and is funded strictly by donations.

Please consider placing this poster in your business this upcoming season.

Please contact the Chamber if you have any questions and/or to participate.

605-673-2244

615 Washington St

dmurray@custersd.com

Support the Annual Custer Fireworks



Display



CUSTER
Chamber of Commerce

DONATE HERE



Printable Poster



2024 Membership Referral Program

The Custer Chamber of Commerce has announced a new referral rewards program aimed at continuing to strengthen the organization.

The Referral Rewards program aims to reward members who play an active role in helping the Chamber grow its membership, understanding the importance in contributing to the greater Custer area and enhancing member businesses.

For every new Chamber member that a member organization refers, they will receive \$20 in Custer Cash. Upon referring 5 new Members, the Referring Member will receive \$250 in Custer cash or their membership FREE for one (1) year.

The new member must put the referring organization on their application, and must complete their membership obligations, including paying their membership dues in full.



ATTENTION!

SEASONAL HOURS NEEDED

**SUMMER IS ALMOST HERE.
PLEASE MAKE SURE TO SEND
US YOUR HOURS AND DAYS
OPEN FOR THE SEASON SO
WE CAN UPDATE OUR
INFORMATION.**

SEND INFORMATION TO:

BYTES@CUSTERSD.COM

MONTH	_____								
•									
•									
•									
•									
•									



WELCOME

NEW MEMBERS!

Black Granite Construction
The Honest Painting Co

The Honest Painting Co
Encore Energy Corp.
605 Property Services
JQ Clothing Company
J&M Lawn Care LLC
T&M Concrete Construction
Black Hills Sauce & Dough Co.
Plenty Star Ranch Retreat
Carr Electric Co, LLC
Vibin' Vocals Karaoke Entertainment
Aspen Federal Credit Union
Sturgis Mustang Rally
Early Learner Custer
Sow Native/Wild Ones
Custer Care and Rehabilitation Center
Game On! LLC
Red Sands Ridge
Black Hills Realty
Custer Piecemakers Quilt Guild
All Net Connections
Gold Valley Camp
Black Hills Candles
Black Hills Family Vacations
Hillcrest HVAC and Appliance Pros
Reed's Chimney Sweeping, Handyman & Caretaking
Jubilee J Photography
Willow Creek Child Care
Broken Boot Dispensary
Growing Roots, Inc
Homestead Carpet Care
Lenny Merriam CPA, CFE, PLLC

MEMBER SPOTLIGHT



2024 Custer Chamber

JQ Clothing Co



Address: 224 Main St., Hill City SD 57745 **Phone:** 701-742-5638
Email: info@jqclothingco.com

This week's Membership Spotlight features new member *JQ Clothing Co.*. Here are some words for the about the owners.

Jessica Quandt and her brother Jamie Nelson founded JQ Clothing Co. in their hometown of Oakes, ND, in August 2013. Jessica is married to Jason Quandt, a local farmer and rancher who works with his family in the Oakes region. In 2017, they opened another store in Medora, a place close to their hearts, especially for summer horse riding. Their love for the Badlands inspired them to open a third store in Hill City, which reflects their strong connection to the area. Jessica's passion extends beyond fashion; it's also about the communities where her stores are located, and she takes great pleasure in sharing her fashion enthusiasm. The JQ Clothing Co. store in Hill City is ready to welcome you, and they are confident that you will love both the store and its exceptional team. Visit their newest location in Hill City and meet the amazing manager Mari Schmitz, who will be available to greet you on their opening day, starting May 23rd.

AREA EVENTS





SOUTH DAKOTA
SPRING CUSTOMER SERVICE SEMINARS
MAY 6-9, 2024

TAKE YOUR CUSTOMER SERVICE TO THE NEXT LEVEL!

Get ready to boost your customer service game for the upcoming tourism season! Join us for the 2024 Spring Customer Service Seminars at locations across South Dakota NEXT WEEK.

Hosted by Travel South Dakota in partnership with the South Dakota Retailers Association, you'll discover powerful techniques to enhance communication, strengthen relationships, and effectively handle difficult people.

Best of all, attendance is FREE and no registrations are required! We hope to see you there!

LOCATIONS:

HILL CITY | BELLE FOURCHE | RAPID CITY | LEMMON
SIOUX FALLS | PLATTE | MILBANK

For information on locations and times, visit the [Spring Customer Service Seminars site](#).



Art Expressions
Gallery and Gifts

17 NORTH 5TH ST, CUSTER SD 57730
PO BOX 2024 605-678-6437

9TH ANNUAL

SMALL PIECES

ART SHOW 2024

• MAY 7TH - MAY 28TH •

**THIS YEAR'S
THEME:**

"I was born here, in this place that would come to be called the Old West. But, to my kind, the land was ageless. It had no beginning and no end, no boundary between earth and sky. Like the wind and the buffalo grass, we belonged here, we would always belong here." ..From the movie Spirit

**YOUTH, TEEN AND ADULT CATEGORIES •
ENTRY DETAILS ON AE FACEBOOK PAGE
OR AT THE GALLERY • VOTE FOR PEOPLE'S
CHOICE • CLOSING RECEPTION
TUESDAY, MAY 28TH**



4/18/24



Custer Senior Center's Mother's Day Raffle

ERGONOMIC DESIGN



Tickets will be sold from **April 4th to May 10th**

\$1 for 1 ticket OR \$5 for 6 tickets

Drawing will be **May 10th at 2:30PM**

Attendance is not required for the drawing

What does the basket include?

- \$60 Gift Card to Moccasin Springs Spa in Hot Springs, SD
- Electric Foot Massager
- Various Body, Hair, & Face Care Products
- Silicon Facial Scrub
- Passion Flower Candle
- Firehouse Prairie Flower Rosé Bottle of Wine
- Instant Cooling Towel
- Wine Cork Keychain
- Egyptian Licorice Tea
- Coffee/Tea Mug



4/18/24

GROOVE, GRUB, & RIDE

JOIN US FOR LIVE MUSIC, DELICIOUS FOOD, AND A GROUP GRAVEL BIKE RIDE.



ENJOY THE FESTIVITIES WITH US!

MAY 11TH

Group Gravel Ride kicks off at 9AM sharp!

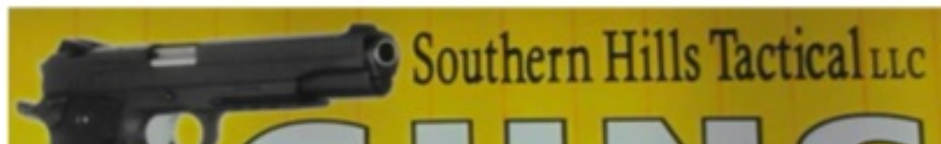
Arrive Early for Registration
Shop opens @ 8AM



Following the ride join us to groove with Joshua Boone and chow down on some lip-smacking BBQ from KZ's Backyard!

632 Mt.Rushmore Road Custer, South Dakota

RAFFLE PRIZES DONATED BY:





South Dakota Enhanced Conceal Carry Class

This is a One day Class

Saturday May 11th, 2024 9:00am to 4:30pm

Basic Pistol Class.

This class is for new and intermediate shooters. It will cover sight alignment, stance, trigger control and much more.

Class size is limited so register early.

For additional information or to register for the class you may contact the instructor at www.sodakian.com, contact us at 605-673-3222 or by e-mail at southernhillstactical@gwtc.net

4/25/24

Variety Show Benefit
for the

for the
Custer Senior Center

Tuesday, May 14, 2024 @ 6:30 pm

Enjoy the Music.

Support our Center.



THE VARIETY SHOW

A Host of Entertainers Will Perform!





Road Ditch Cleanup



Tuesday May 14th, 9 - 11 am
Meet at The Hitchrail in
Pringle, SD



(*Rain Makeup Day-watch for email/Facebook)

Lunch to Follow Cleanup at The Hitchrail

Join Us to Keep Our Community
Clean & Beautiful!

Monthly Meeting

Thursday, May 16th, 6 pm
Custer County Library - *Pine Room*

It's An Election Year.

Support Democracy.



Email: ccsddp21info@gmail.com

PO Box 5065 Custer, SD 57730



Facebook: [@custercountydemocratsofsouthdakota](https://www.facebook.com/custercountydemocratsofsouthdakota)

5/9/24

BLACK HILLS STORYTELLERS
FEATURING
THE FRENCH CREEK FOLK

Spring Fling

XXII

AN EVENING OF STORIES AND MUSIC ON FRIDAY, MAY 17TH AT 7:00 PM IN THE PINE ROOM AT THE CUSTER COUNTY LIBRARY



5/9/24





25

PRAIRIE BERRY WINERY

Crushing it Since 1999

For 25 Years, You've Been Our Reason Why!

WE'RE CELEBRATING YOU AND OUR 25TH ANNIVERSARY ALL MONTH LONG WITH A PARTY ON MAY 18 & A SPECIAL IN-STORE PROMOTION ON MAY 21!

May 18: 25th Anniversary Celebration

Enjoy drink specials, cake, a featured wine flight, a raffle drawing, production tours, live music, and more!

- ▶ Production Tours at 11:00 AM, 1:00 PM & 3:00 PM (*pre-registration required*)
- ▶ Live Music with Skyline String Band from 12:00 PM - 2:00 PM
- ▶ Sip & Plant Succulent Workshop with Mystic Plant Co. at Addie Camp General Store 1 PM & 3.30 PM (*advanced tickets required*)

May 21: 25th Anniversary

- ▶ 25% Off Wine! Available in-store only
- ▶ Extra taste of Uncle Ralph's Rhubarb included with wine tastings
In Memory of Co-founder Ralph's Birthday.

5/9/24





A HEART AND VASCULAR SCREENING EVENT

Get your heart checked for signs of heart disease.

Custer City Hall
622 Crook St, Custer, SD
May 22, 2024 8AM-6PM
May 23, 2024 7AM-4PM

Please join us for a heart screening event where you can have your heart, veins and arteries checked for signs of heart disease and vascular disease.

Only \$25 ea. Call 605-312-2150 to schedule. Walk-Ins also welcome.

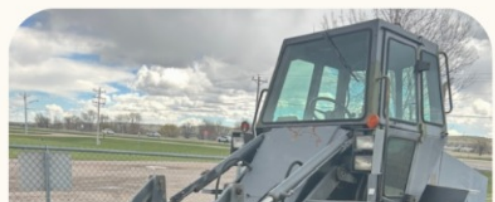


013000-00769 1/20

4/25/24

Box Elder, SD

STATE SURPLUS



SURPLUS AUCTION

SOUTH DAKOTA STATE SURPLUS VEHICLE & EQUIPMENT LIVE AUCTION

WEDNESDAY, MAY 22, 2024, 10:00AM
LOCATION: SD Federal Surplus Facility
604 Box Elder Rd W, Box Elder, SD

Case W-14 loader; Wiggins 2000# forklift; Hyster diesel forklift; 38' Fruehauf semi trailer (storage); 1992 Chevy Cheyenne 2500 4x4 pickup w/Western snowplow (no reverse); 3-20' storage containers; 34' and 40' storage containers (have some damage); 22', 25' & 26' truck box storage containers; dock plates; Pallet racking including: 500 foot of 36", 42" & 48" deep, 8' & 10' tall, 9' & 10' wide to be sold in sections; large selection of metal shelving; pallet jack; 33-3'x4'x 6' tall metal shelving units; 25-pallets of sand bag (bags only); 2012 Polaris 800cc 6X6 ATV W/Snow Plow; 2-2004 4'x8' Diamond C Utility Trailer; 1961 AMA M116 Trailer; 19hp 48" John Deere ZTRAK zero turn lawn mower; Mohawk 9000# Vehicle lift; Coats Rim Clamp 5040E tire machine; Hunter DSP 9000 wheel balancer; Miller Dialarc 250 AC/DC welder; welding table; ESAB PCM 875 plasma cutter; Wayne upright compressor; Wilton metal band saw; engine stand; shop carts; Kleeeflo parts cleaner; sand blaster; floor jack; Rels Manufacturing brake lathe; The Wade Tool Co. metal lathe 24" bed with accessories; 10' shelving unit with oil storage and dispensers; Storage cabinets; Tulsa Winch; Side pickup tool box; Poly trays; troch set & cart; drill press; Stanley metal 7 drawer storage cabinet; 25 ton shop press; Hose Reels W/Hose; Stihl tools & parts; pole saws; office furniture; large selection of power and mechanic tools; plus more misc. items to numerous to mention. Visit www.bradeenauction.com for details!!!

TERMS & CONDITIONS: LIVE PUBLIC AUCTION. Cash, Check, Credit Card Day of sale. All items must be settled for before loading out. All items sold as-is without warranty. Complete details & photos at www.bradeenauction.com.

Attend Brookings, SD Surplus Auction on Thursday July 11 & Fall Auctions Sept. 9-13, 2024.

Auction Professionally Managed by:

"Specialists in Real Estate Auctions"

BRADEEN
100 YEARS
REAL ESTATE & AUCTIONS

Ron Bradeen - Jeff Storm - Travis Mayer, Auctioneers
605-673-2629 • Custer, SD
www.bradeenauction.com

OWNER:
STATE OF
SOUTH
DAKOTA

For Info Call: Federal Surplus Property, Box Elder, SD at 605-923-4884



10AM
22
MAY

**BOX ELDER
SD FEDERAL
SURPLUS
FACILITY**

604 BOX ELDER RD W
BOX ELDER, SD 57719

5/9/24





South Dakota Enhanced Conceal Carry Class

This is a One day Class

Saturday May 25th, 2024 9:00am to 4:30pm

The Enhanced Permit allows you carry in 38 states including MN, NE, WI, NV, NH, WA, and SC.

Class size is limited so register early.

For additional information or to register for the class, you may contact the instructor at www.sodakian.com, contact us at 605-673-3222 or by e-mail at southernhillstactical@gwtc.net

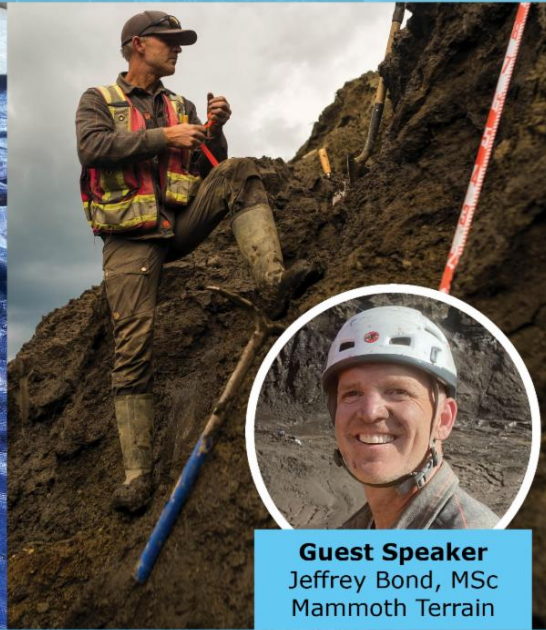
5/9/24

The Mammoth Site of Hot Springs, SD presents

NUN CHO GA

The story of a mummified baby woolly





Guest Speaker
Jeffrey Bond, MSc
Mammoth Terrain



Learn more and reserve
your **FREE** seat!

May 29, 2024
6:00 pm
Mueller Center
Hot Springs, SD



2 WEEK PROGRAMS



GROWING ROOTS
SUMMER SESSIONS

Sun-Dappled Days, Stick Shelters, and Mud Pie Masterpieces: Treat your child to a summer outdoors!

Session 1: June 3 to June 14 Session 2: July 8 to July 19



ABOUT
GROWING ROOTS
SUMMER SESSIONS

FULL DAY (8-4): \$400/SESSION
HALF DAY (8-12 OR 12-4): \$250/SESSION

EARLY DROP OFF (7:00 TO 7:30 AM) - \$25/SESSION
LATE PICK UP (4:00 TO 5:30 PM) - \$25/SESSION



Session 1: June 3 to June 14 Session 3: July 8 to July 19
Session 2: June 24 to July 3* Session 4: July 22 to August 2

*20% Discount

Sign up for multiple sessions! Each one is different!

Screen-Free
Summer

Mixed Age
Play

Nature's
playground

Full or Half Days

For 3-8
Years Old



REGISTER NOW

More info:
GrowingRootsSD.com
GrowingRootsSD@gmail.com

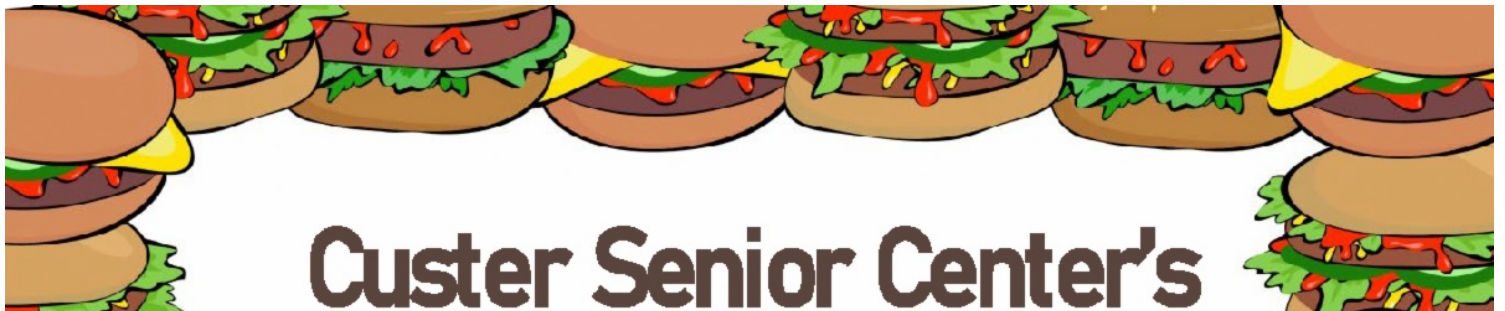
BENEFITS:

- **Mixed Age Groups** foster social and learning interactions between older and younger children. Big kids teach, little kids reach.
- **Unstructured Outdoor Play and Nature Exploration** develops gross motor skills, creativity, problem-solving, and collaboration.
- **Tinkergarten Classes** incorporate elements of STEM through engaging activities, fostering a love of nature and learning.
- **Blend of Structured Learning and Unstructured Exploration** provides opportunities for children to follow their interests, experiment, and learn through firsthand experience.



REGISTER NOW

More info:
GrowingRootsSD.com
GrowingRootsSD@gmail.com



Custer Senior Center's

Father's Day Raffle

Tickets will be sold from **April 4th to June 14th**

\$5 for 1 Ticket OR \$20 for 5 Tickets

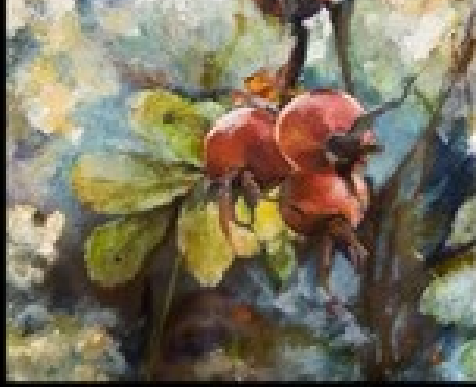
Drawing will be **June 14th @2:30PM**

Attendance is not required for the drawing



What will be included in this raffle?

- Pit Boss Grill & Smoker
- Gift Card for \$50 to spend at Lynn's Dakota Mart



Custer County Courthouse Art Gallery

**420 Mount Rushmore Road, second floor
Custer, SD**

**Exhibition of art by
APRIL REED**

**Paintings of the Black Hills flora and fauna
displayed through June 28, 2024**

Endorsed by Custer Area Arts Council.

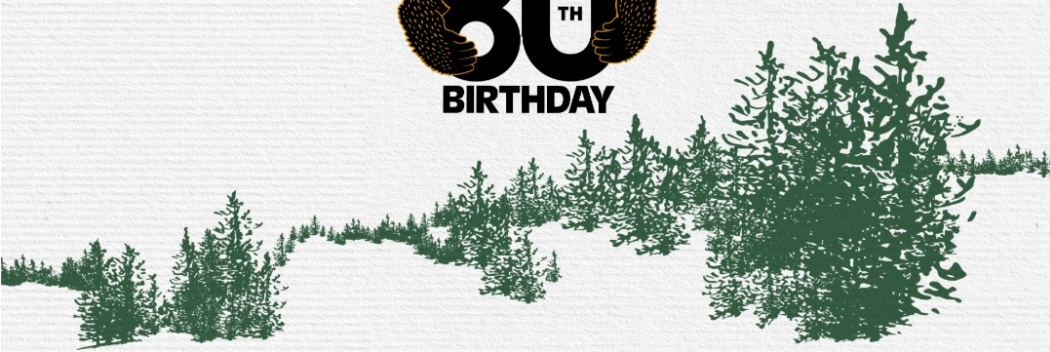


5/9/24

ANNOUNCEMENTS

Smoky Pearls

Smokey Bear's



Coloring Contest

The Black Hills National Forest is hosting a coloring contest for our local children to celebrate Smokey Bear's upcoming 80th birthday!

www.fs.usda.gov/blackhills



Calling kids (age 4-15) in the Black Hills area ~ Smokey Bear is eager to see your artwork!

The Black Hills National Forest is hosting a coloring contest for our local children to celebrate Smokey Bear's upcoming 80th birthday.

Since 1944, Smokey Bear has been showing generations of Americans the importance of preventing unwanted human caused wildfires. Winning artists will receive a special prize from Smokey Bear on his 80th Birthday, August 9, 2024!

The competition is open to children in the general Black Hills area and will be judged by age group.

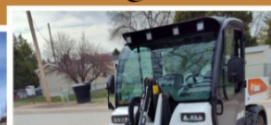
Learn more, including how to Enter, at: *Black Hills National Forest - Just for Kids (usda.gov)*

605 Property Services

605 Property Services is offering our services to the southern Black Hills and surrounding areas!

OUR SERVICES INCLUDE BUT ARE NOT LIMITED TO:

• LANDSCAPING



- LAWN CARE
- GUTTER CLEANING
- DETHATCHING
- POWER RAKE
- AERATING
- STUMP GRINDING
- SNOW REMOVAL
- GRAVEL HAULING
- DIRT HAULING
- DUMP RUNS



Call for a Free Estimate

(605) 846-5442

60SPROPERTYSERVICES@GMAIL.COM

5/2/2024



4TH OF JULY FIREWORKS CELEBRATION

A PORTION OF THE PURCHASES OF THE
"FIREWORKS SPECIAL" WILL BE DONATED TO
THE CUSTER VOLUNTEER FIRE DEPARTMENT
FOR THE 2024 FIREWORKS CELEBRATION
THROUGH MAY 18TH

The Fireworks Special- XL Three Topping Pizza with an order of Chicken Wings
\$38.99



Available through May 18th

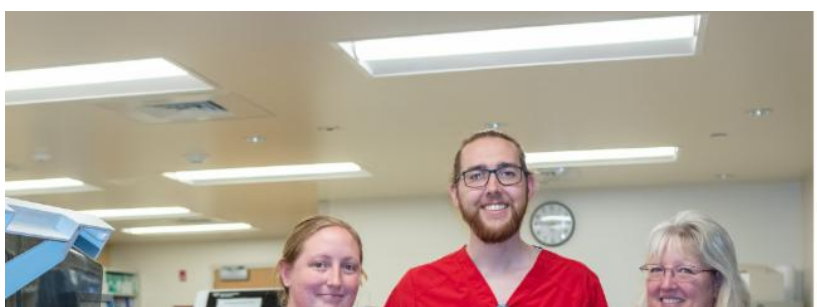
**Dine In Or Carry Out
Tuesdays-Saturdays 11-7**

**Delivery available
Fridays & Saturdays 4-7**

**Call or order Online at
www.pizzamillcuster.com**

605-673-3306

4/25/24



DISCOUNTED LABORATORY WELLNESS



SCREENINGS

For the month of May

Offerings include:

Wellness Fair Profile, Vitamin D 25-hydroxy, Vitamin B12, Prostate Specific Antigen (PSA) Screen, A1C and High Sensitivity C-Reactive Protein (CRP)

Custer Hospital and Clinic

Call for an appointment: 605-673-9400

Lab Hours: M-F 7:30 a.m. - 5 p.m.

Cash and credit only; no insurance will be processed.

4/25/24

**5.33 ACRE
HOMESITE
FOR SALE**



FOR SALE



**START FROM
\$ 399,000**



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5/9/24



KIMES



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NEW ARRIVALS

MEN'S & WOMEN'S STYLES



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4/18/24

NEWS FROM THE STATE



SOUTH DAKOTA

SOUTH DAKOTA

SPRING CUSTOMER SERVICE SEMINARS

(Free Training for your Frontline Staff May 6–9)

In partnership with the South Dakota Retailers Association, Travel South Dakota will again host our annual **Spring Customer Service Seminars** (formerly known as Spring Hospitality Training). For 2024, we are bringing back renowned leadership speaker & corporate culture expert, Betsy Allen-Manning. Betsy will share her message with frontline staff in seven communities, May 6-9. There is no cost to attend any of the 90-minute sessions.

People Savvy: Improve Communication, Build Better Relationships & Deal With Difficult People Effectively (Extended Version)

If Betsy will not be visiting your community, you are welcome to join us at any of the seven sessions! Anyone involved with a business related to hospitality and the tourism industry is encouraged to attend the free trainings. Travel South Dakota hopes all business owners and managers will encourage their frontline employees to attend these sessions, which are specifically designed for them.

SCHEDULE:

- Hill City – Monday, May 6, 9:30-11:00 a.m. (MT) – Diamond Spur Events Center, 23826 Mill Iron Road
 - Belle Fourche – Monday, May 6, 3-4:30 p.m. (MT) – Venue 519, 519 5th Avenue
- Rapid City – Tuesday, May 7, 8:30-10 a.m. (MT) – The Monument (LaCroix Hall C), 444 Mt. Rushmore Road N
 - Lemmon – Tuesday, May 7, 2:30-4 p.m. (MT) – Lonesome Dove Hall, 310 Main Avenue
- Sioux Falls – Wednesday, May 8, 8:30-10 a.m. (CT) – Holiday Inn City Centre (Starlite Room), 100 W 8th Street
 - Platte – Wednesday, May 8, 2:30-4 p.m. (CT) – Rolling Hills Lodge, 27839 366th Avenue
- Milbank – Thursday, May 9, 10:30 a.m.-12 noon (CT) – Milbank Visitor Center (Community Room), 1101 E 4th Avenue

If you have any questions about the **Spring Customer Service Seminars**, please feel free to contact Travel South Dakota's Industry Training & Legislative Relations Manager, Bailey Tysdal, at Bailey.Tysdal@TravelSouthDakota.com, or go to SDVisit.com.



Hello, Tourism Friends!

Welcome to our new Mile Marker format! We are excited our industry e-newsletter features a fresh, new look and we hope you like it! A slight launch delay is the reason we're officially calling this April 31st in our department (and not May 1st).

It's already been a busy spring here at Travel South Dakota. Here are some quick highlights for you (with further detail below on some of the items):

1. At our January tourism conference, you heard about the huge public relations outreach we were planning in New York City called 'SoDak House in SoHo'. We are thrilled to report we had an OUTSTANDING event from April 9-11 that featured 13 of our amazing industry partners (*CH Patisserie, Skogen Kitchen, Pheasant Restaurant & Lounge, Ingalls Homestead, Black Hills Contraband Distillery, Fleurish Flower Farm, Prairie Edge & Sioux Trading Post, the Lakota Music Project & SD Symphony, Crazy Horse Memorial, Sonja Gloria Pottery, Fernson*

Brewing Co., the South Dakota Chislic Festival, and the Legendary Sturgis Buffalo Chip). We hosted impressive outlets like the Today Show, Good Morning America, Forbes and Conde Nast. See additional details further down in the newsletter.

2. Our department's free *Spring Customer Service Seminars*, featuring Betsy Allen-Manning, are just around the corner, May 6-9. Check out more details below.
3. At the tourism conference, you also heard about our plans to unveil a new marketing program, *RALLY RUSH*, to welcome attendees to the world-famous Sturgis Motorcycle Rally. Similar to our ROOSTER RUSH fall effort that welcomes pheasant hunters to our state, Rally Rush rumbles out a warm and hearty welcome to bikers from every corner of the globe to let them know how much we appreciate them being in The Mount Rushmore State. See more details below about new grant funds available to South Dakota CVBs and Chambers to promote RALLY RUSH, as well as information about the cool swag that has been developed for this effort.

There are so many other great updates in this Mile Marker, so be sure and check them out!

Before I close, I want you to know that our peak season marketing is in full swing and the early results are nothing short of GREAT: Already, we have made more than 105 million impressions, inspired more than 400,000 website visits, witnessed a 58% jump in web traffic to TravelSouthDakota.com, notched more than 1.67 million searches, and have seen more than 91,000 flight & hotel bookings. OUTSTANDING! The campaign is resonating so well with potential visitors. Let's all be gearing up for another busy summer!

We hope to see you at the Customer Service Seminars in a few weeks. THANK YOU for being such outstanding industry partners!

PRESS RELEASE



Project Update

Friday, May 3, 2024

Current Conditions:

- Users of the roadway can expect delays of 15 minutes and the use of pilot cars and flaggers.
- Traffic is being diverted on two gravel diversions (a temporary at-grade roadway next to the original road).
 - Diversion 1 is approximately 3/4-mile north of the intersection of U.S. Highway 385 and Highway 44. A width restriction of 12 feet is in place.
 - Diversion 2 is immediately south of the Pennington-Lawrence County Line. A width restriction of 12 feet is in place.

Coming Up:

- Temporary fence installation will begin later this spring in the project area.
- Milling (removal of the existing pavement) will begin later in May, and users of the roadway can expect to be driving on loose dirt and gravel between S.D. Highway 44 and Pactola Dam through the summer.
- Complete road closures within the project area begin Monday, May 20, 2024 and conclude Saturday, July 12, 2024.

[View Construction Updates](#)

□ Road Closures Beginning May 20, 2024 □

- The Pactola North Boat Ramp will not be accessible during weekdays from Monday, May 20, 2024 through Friday, June 7, 2024 (accessible on weekends and Memorial Day from the north). After Friday, June 7, 2024, the Pactola North Boat Ramp will only be accessible from the north. Access will be available to the Pactola North Boat Ramp from all directions after Friday, July 12, 2024.
- Access to the Pactola South Boat Ramp will not be impacted during these closures. Boaters can access the South Boat Ramp via Highway 16/Highway 385 or Sheridan Lake Road/Highway 385.
- The posted detour will be S.D. Highway 44 and U.S. Highway 16. Locals may find alternative routes, but the SDDOT recommends travelers exercise caution when using non-maintained roadways.
- Emergency services are aware of these closures and are closely collaborating to provide response coverage.
- Non-closed areas within the project limits (Pennington-Lawrence County Line to Highway 44) will be under construction during closures.

PHASE 1 CONSTRUCTION

Spring 2024 - Winter 2025

WHAT TO EXPECT DURING CONSTRUCTION:



Pilot car lines and wait times



Rock blasting



Loose gravel road surface



Narrowed driving lanes



Large construction equipment



Temporary road closures



CLOSURE A

Boat Ramp to Pactola Dam

May 20 - July 12, 2024

Including Memorial Day Weekend

CLOSURE B

S.D. Highway 44 to Boat Ramp

May 20 - June 7, 2024

**Road open Friday at noon - Monday at 6 a.m. for boat ramp access*

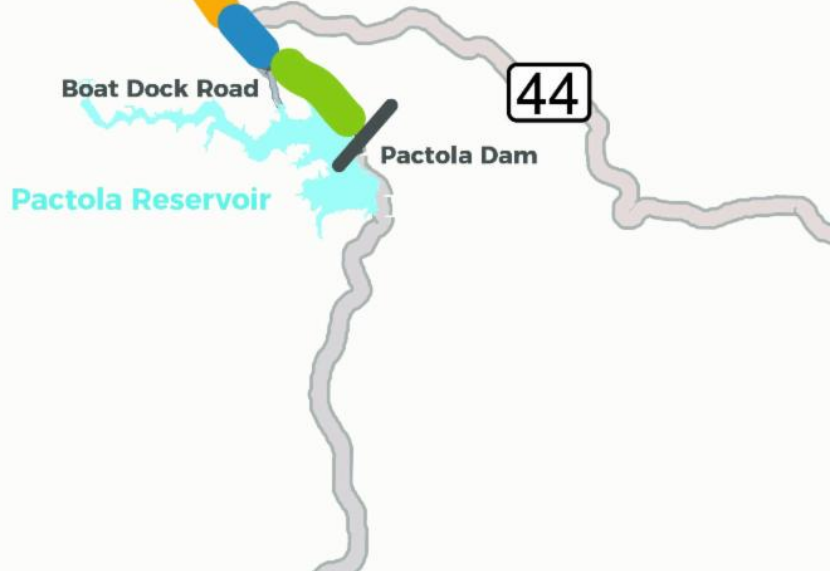
Memorial Day Access:

OPEN

Monday, May 27

CLOSED

Tuesday, May 28
at 6 a.m.



Construction Zone Reminders

- Follow posted speed limits in construction zones.
- Be aware of flaggers and other construction workers in the construction area.
- If you are following a pilot car, stay with the line, and do not stop or exit your vehicle in the project area.

Stay Connected

Take a moment now to share this email with neighbors, friends, coworkers, and anyone else who might be interested in the U.S. Highway 385 Construction Project. Then encourage them to sign up for these project email updates at <https://us-385.com>.

A free text-in service is being used to communicate any major traffic changes. To subscribe, simply text "US385" to 605-566-4041. Subscribers can unsubscribe at any time.

U.S. HIGHWAY 385 CONSTRUCTION

PENNINGTON-LAWRENCE COUNTY LINE TO SHERIDAN LAKE

FREE TEXT ALERTS:

Text "US385" to 605-566-4041



Mount Rushmore National Memorial News Release

For Immediate Release – May 3, 2024
Contact: Earl Perez-Foust
Phone: (605) 574-3115
Email: moru_information@nps.gov

Summer 2024 Activities and Hours Begin Memorial Day Weekend

KEYSTONE, SD -- Beginning May 24, visitors to the Memorial will have a variety of interpretive programming and experiences to choose from to enjoy their visit to this Iconic location. The Visitor Center and Information Center will be open from 8am until 10pm, and the Sculptor Studio will operate from 8am until 8pm through mid-August. The [NPS App](#) and [Operating Hours](#) webpage are available for visitors to use when planning their trip.

Activities throughout the summer range from daily ranger talks, sculptor studio presentations, cultural demonstrations, and the evening lighting ceremony. Rangers also walk the grounds to engage in informal conversations about the significance of the site and to assist with orientation. Park programming has been scheduled to give visitors to the Memorial the flexibility to plan their visit efficiently. Programs are occurring throughout the site at a variety of locations throughout the day. Each day is completed by the renowned lighting of the sculpture accompanied by a ranger talk and a short film. Visitors are encouraged to plan their visit to the Memorial by visiting the park website or inquiring at the Information Center upon arrival to the site. All programs are subject to change due to inclement weather and staff availability.

Interpretive programming is one of the fundamental services provided by National Park Service sites

nationwide. Ranger programs provide an opportunity for visitors to connect emotionally and intellectually to their shared national heritage. Visitors are encouraged to explore their personal connections to these sites through their engagement with park staff and other services provided at the Memorial.

For visit planning information, park operations, and to learn more, [visit the park website](#). Follow us on [Facebook](#) and [Instagram](#).

About the National Park Service: More than 20,000 National Park Service employees care for America's 429 national parks and work with communities across the nation to help preserve local history and create close-to-home recreational opportunities. Learn more at www.nps.gov and on Facebook, Instagram, Twitter, and YouTube.

Alt-text: A uniformed park ranger delivers a program in front of numerous visitors of various ages. The Mount Rushmore sculpture is framed in a window behind him and he is standing next to a smaller replica of it.

Image Credit: A. Rimstidt

Earl Perez-Foust, *he/him*
Program Manager
Interpretation and Education
Office: 605-574-3115
Mount Rushmore National Memorial



Black Hills Playhouse Announces General Admission Tickets Now on Sale for 2024 Season

All tickets are now [on sale](#) for Season 78 at the Black Hills Playhouse!

For Immediate Release

Black Hills, S.D. — General Admission tickets are officially on sale for summer shows held at the Black Hills Playhouse. The Black Hills Playhouse is holding its 78th season of performances this summer, with the 78th Season Kickoff on Sunday, June 9, 2024. Season 78, titled “Be a Part of Our Worlds—Farce. Fins. Fan. Forensics.” features four productions, *The Play That Goes Wrong*, *The Little Mermaid*, *The Best Little Whorehouse in Texas*, and *The Curious Incident of the Dog in the Night-Time*. A pre-season warmer, the Tatanka Teaser Cabaret, hits the stage for one performance only on Saturday, June 1 at 2:00 pm.

performances only on Saturday, June 14th at 7:00 pm. Along with general admission tickets, attendees can also purchase Buffalo and Baby Buffalo passes which offer discounted tickets. The Playhouse is located in a gorgeous location in Custer State Park. If attending a performance, a Custer State Park pass is required. Custer State Park passes can conveniently be purchased online [here](#) or at the Snack Bar at the Playhouse.

The Black Hills Playhouse is one of the oldest-running summer stock theatres in the nation and has proudly offered audiences high-quality performances since 1946. Every year, auditions and interviews are held across the country, and an amazing cast and crew of professionals are hired from all over the United States. Each year alumni members return, as well as brand new faces to create a diverse company. Over the summer, the Black Hills Playhouse cast and crew build beautifully designed sets and costumes and rehearse to perform four unique plays, adding up to 58 total shows from June through August.

Pay-As-You-Can performances are available the night before each show opens. These performances are general admission and first come, first served.

Reservations are strongly encouraged. To read show descriptions, view dates, and purchase tickets for Season 78 at the Black Hills Playhouse, please visit <https://www.blackhillisplayhouse.com/show-descriptions>, or call 605-255-4141 to work with a friendly customer service person.

BUFFALO PASSES — discounted flexible passes on sale now!

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FARCE. FINS.
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THE PLAY THAT GOES WRONG

by Henry Lewis, Jonathan Sayer, and Henry Shields

JUNE 9 - 23

Disney's THE LITTLE MERMAID

Music by Alan Menken; Lyrics by Howard Ashman,
Glenn Slater; Book by Doug Wright

JUNE 30 - JULY 14

THE BEST LITTLE WHOREHOUSE IN TEXAS

THE CURIOUS INCIDENT OF THE DOG IN THE NIGHT-TIME

Book by Larry L. King and Peter Masterson,
Music and Lyrics by Carol Hall

JULY 21 - AUGUST 4

based on the novel by Mark Haddon,
adapted by Simon Stephens

AUGUST 11 - 17

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5/2/2024





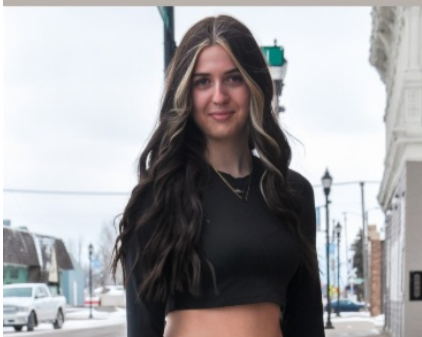
**WE'RE
HIRING**

Custer County Historical Society 1881 Courthouse Museum

Custer County Historical Society is accepting applications for the position of Museum Director to help shape the museum's future & increase the museum's value to the community. The purpose of the 1881 Courthouse Museum is to collect, preserve, exhibit, research and publish material for the study of history in Custer County and the adjacent Black Hills area.

Working closely with the Board of Directors, the Museum Director oversees all aspects of the organization's day to day operation. The museum is open to the public May through September. Year-round position - reduced hours during the off-season.

**For the full job description email
1881courthousemuseum@gwtc.net • 605.673.2443**



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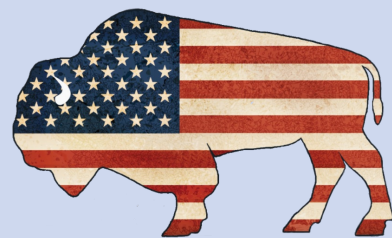
Our Address:

615 Washington Street
Custer, SD 57730

Phone Numbers:

605-673-2244
800-992-9818

dmurray@custersd.com / custersd.com



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